



LAMAR UNIVERSITY

## Week 3 Assignment: Public Service Announcement (PSA) Pre-Production

### Overview

This week, you'll begin work on your public service announcement, or PSA. By the end of Week 5, you and your teammates will produce a PSA that:

- is 60 seconds or less.
- covers a specific topic.
- includes voiceover narration.
- employs video, text, or graphic effects.
- is finalized in Web-ready file format.
- follows copyright citation and fair use guidelines – appears slowly so we can read it.

This week, you and your team will complete the pre-production work. Use this document to develop and record the following:

- Project proposal
- Script outline and narration script
- Shot list
- Copyright information

Submit a completed copy of this document by the end of Week 3.

### Revising and Resubmitting This Document

It is important that you download and retain a copy of this document on your desktop. This step will allow you to submit a copy both this week and again in Week 5.

As you produce the video in Weeks 4 and 5, you will likely deviate from the plans your team establishes in this document. This is normal. However, when this occurs, you **must** revise this document to reflect these changes.

At the end of Week 5, you will submit the revised version of this document. Your Instructional Associate will assess how well you recorded these updates by comparing your original version (from this week) with your revised version (from Week 5).

Use this rubric with the Assignment.

Tasks □	Accomplished	Proficient	Needs Improvement	Unacceptable
<b>Student project proposal (45 points)</b>	Project proposal clearly details purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. Adjustments to the project proposal are determined early and clearly explained. <b>(45 points)</b>	Project proposal identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. <b>(34 points)</b>	Project proposal inconsistently identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. Adjustments to the project proposal are also inconsistent. <b>(27 points)</b>	Incomplete. <b>(0 points)</b>
<b>Script for PSA (15 points)</b>	Provides a script using conventional writing standards. <b>(15 points)</b>			Incomplete. <b>(0 points)</b>
<b>Shot list (25 points)</b>	Provides a complete, well-considered shot list with documentation and explanation of any new shots taken in the moment of filming. <b>(25 points)</b>	Provides a shot list with documentation of any new shots taken in the moment of filming. <b>(21points)</b>	Provides a shot list but inconsistently documents new shots taken in the moment of filming. <b>(18 points)</b>	Incomplete. <b>(0 points)</b>
<b>Copyright and fair use information (15 points)</b>	Fair use guidelines are followed and all or most non-original material uses proper citations. <b>(15 points)</b>			Incomplete. <b>(0 points)</b>

### Directions

1. Download a copy of this assignment document to your desktop. Document the collaborative process with each team member contributing equally through the process. Suggested document: Create in Google Docs and use color-coded input from each team member.
2. As a group, select an issue to address in your PSA. Consider topics that impact your school, your community, and you personally.
3. Brainstorm the aspects of the issue you plan to cover, and identify the people you might interview for it.
4. Write up your project proposal in the area provided below.
5. Write a script outline and narration script in the spaces provided below.

Use the following sites as guides.

- Story Creation Tips:  
[http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg\\_cs4\\_p3\\_student\\_guides.pdf](http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p3_student_guides.pdf)
  - Writing Tips:  
[http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg\\_cs4\\_p3\\_student\\_guides.pdf](http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p3_student_guides.pdf)
6. As a team, brainstorm your shots. Be certain you include an establishing shot, a closing shot, wide shots, and tight shots. Follow the rule of thirds and other guidelines established in this tutorial:  
[http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg\\_cs4\\_p2\\_student\\_guides.pdf](http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p2_student_guides.pdf).
  7. Write up your shot list in the space provided.
  8. Identify additional assets, such as audio, images, interviews, and narration for your PSA.
  9. Identify copyright citation and fair use guidelines to any visual or audio assets you use in your PSA.
  10. Submit a copy of this document.
    - NOTE: Be sure you retain a copy of this document on your desktop. As you produce your video in Weeks 4 and 5, you will need to update this document to reflect any changes. You will submit a copy of the revised version at the end of Week 5.

**Patricia Startz: SID: L20052259 EDLD 5363: ET 8028 -Multimedia and Video Technology ET8028**  
**Project Proposal**

Create your project proposal here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

<b>General Information</b>			
<b>Name(s)</b>	Shana McCune, Holly Odom, Patricia Startz, Shanda Davis, Brooke Smith		
<b>Project title</b>	Is texting while driving worth the risk?		
<b>Purpose</b>	To inform teenagers of the dangers and consequences of texting while driving		
<b>Audience</b>	teenagers		
<b>Program length</b>	50-60 seconds		
<b>Costumes</b>	N/A		
<b>Sets</b>	School, cemetery		
<b>Props</b>	flowers, tombstone		
<b>Locations</b>	School, cemetery		
<b>Crew</b>			
<b>Director(s)</b>	Shanda Davis, Holly Odom		
<b>Scriptwriter(s)</b>	Brooke Smith, Shana McCune		
<b>Researcher, Photos, and File Formatter</b>	Patricia Startz		
<b>Talent</b>	Teenage girls: Shanda's daughter and daughter's friends (Landry Davis, Michaela Adcock, Karlie Pelham)		
<b>Camera operator(s)</b>	Shanda Davis		
<b>Editor(s)</b>	Holly Odom		
<b>Schedule of Deliverables</b>			
<b>Project phases</b>	<b>Due date</b>	<b>Owner</b>	
<b>Script Outline</b>	11/30/11	Holly Odom, Brooke Smith	
<b>Additional assets, resources, photos lists</b>	11/30/11	Patricia Startz	

<b>Project Proposal</b>	<b>12/4/11</b>	<b>Holly Odom, Shana McCune, Brooke Smith, Patricia Startz, Shanda Davis</b>
<b>Narration Script</b>	<b>12/4/11</b>	<b>Shana McCune, Brooke Smith</b>
<b>Shot List</b>	<b>12/4/11</b>	<b>Patricia Startz, Shana McCune, Brooke Smith, Shanda Davis</b>
<b>Filming of video clips</b>	<b>12/9/11</b>	<b>Shanda Davis</b>
<b>Converting video to smaller file format</b>	<b>As needed</b>	<b>Patricia Startz</b>
<b>Photos for still shots (with citation information)</b>	<b>12/9/11</b>	<b>Patricia Startz</b>
<b>Text screens for still shots with citations (to use as a backup to voiceover statistics)</b>	<b>12/9/11</b>	<b>Brooke Smith</b>
<b>Voiceover script audio file</b>	<b>12/9/11</b>	<b>Shana McCune</b>
<b>1<sup>st</sup> edit of the video for review</b>	<b>12/13/11</b>	<b>Holly Odom</b>
<b>Final edit of the video in a web ready format</b>	<b>12/15/11</b>	<b>Holly Odom</b>

Link to collaborative Google document:

[https://docs.google.com/document/d/1K0onNYVN\\_oGtws5LLNxDWMVTNpHQEALpsOG5Symw43M/edit?hl=en\\_US](https://docs.google.com/document/d/1K0onNYVN_oGtws5LLNxDWMVTNpHQEALpsOG5Symw43M/edit?hl=en_US)

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**Script Outline**

Add a copy of your script outline here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

- I. Before the wreck
  - A. Video footage of teenage girls speaking
  - B. Still shots of pictures with voiceover of statistics about teenagers texting while driving (alternating with video footage)
- II. The Wreck: a still shot of a car wreck with audio of police sirens
- III. After the wreck
  - A. Video footage of teenage girls talking about the things Candice will never get to experience
  - B. Voiceover narration of teenagers texting while driving statistics with pic from the web
  - C. Video footage of teenage girls asking the question, "Was it really worth texting?"
  - D. Video footage of tombstone and picture of Candice with music
- IV. Credits and copyright notation with music

**Narration Script**

Add a copy of your narration script here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

Voiceover narration: "This is a Public Service Announcement brought to you by Educators Against Texting While Driving"

Video footage of teenage girls at school: "She was so young. I just can't believe this actually happened to her."

Voiceover: More than 1/3 of teens ages 16 and 17 say they have done this while driving. (pic(s) of students texting)

Video footage of teenage girls at school: "I just saw her yesterday. We were going to go to the movies together".

Voiceover: 48% of teens say they have been in a car with a driver that does this. (pic of texting behind the wheel)

Video of teenage girls @ cemetery: "We never thought this would happen to someone we knew"

Still shot: car accident (police sirens)

Video of teenage girls @ cemetery: She was looking forward to prom, graduation and moving off to college.

Still shot: collage of pics Candice and pics from web of prom, graduation, college of her choice (if known, if unknown just pick one)

Video of teenage girls @ cemetery: Now those plans are buried along with her plans to marry and have children.

Video footage of teenage girls @cemetery: "This is so sad. Was it really worth texting? I just don't understand." (shot of the girls laying flowers on her grave)

Voiceover: The results of a recent study indicated that "texting while driving was the biggest cause of the teens swerving out of their lane, hitting virtual pedestrians and slowing down to unsafe speeds." (Find pics on the web)

Voiceover: "One text message ended her life". (Pic of Candice here fades to tombstone) Will you be next?

Still shot: Texting while driving is not worth the risk. In Memory of Candice Feland, with a picture and years of birth-death (with music???? "Every Breath You Take" by The Police or "Arms of an Angel" by Sara McLaughlin, more suggestions welcome)

Credits and copyright notation

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**Shot List**

Add a copy of your script outline here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

<b>Name(s)</b>	<b>Shana McCune, Holly Odom, Patricia Startz, Shanda Davis, Brooke Smith</b>
<b>Project Title</b>	<b>Is Texting While Driving Worth the Risk?</b>
<b>Shot Number</b>	<b>1: short wide shot of the outside of the school</b>
<b>Location</b>	<b>Shanda's school</b>
<b>Talent</b>	<b>NA</b>
<b>Props</b>	<b>NA</b>
<b>Special Equipment</b>	<b>DSLR, iMovie and avs4you video conversion &amp; editing software</b>
<b>Shot Number</b>	<b>2: teenage girls in hallway</b>
<b>Location</b>	<b>School hallway</b>
<b>Talent</b>	<b>Shanda's daughter and daughter's friends (Landry Davis, Michaela Adcock, Karlie Pelham)</b>
<b>Props</b>	<b>NA</b>
<b>Special Equipment</b>	<b>DSLR, iMovie and avs4you video conversion &amp; editing software</b>
<b>Shot Number</b>	<b>3: teenage girls in classroom</b>
<b>Location</b>	<b>School classroom</b>
<b>Talent</b>	<b>Shanda's daughter and daughter's friends (Landry Davis, Michaela Adcock, Karlie Pelham)</b>
<b>Props</b>	<b>NA</b>
<b>Special Equipment</b>	<b>DSLR, iMovie and avs4you video conversion &amp; editing software</b>
<b>Shot Number</b>	<b>4: short wide shot of cemetery</b>
<b>Location</b>	<b>Cemetery</b>

<b>Talent</b>	Shanda's daughter and daughter's friends (Landry Davis, Michaela Adcock, Karlie Pelham)
<b>Props</b>	NA
<b>Special Equipment</b>	DSLR, iMovie and avs4you video conversion & editing software
<b>Shot Number</b>	5: teenage girls at cemetery
<b>Location</b>	Cemetery
<b>Talent</b>	Shanda's daughter and daughter's friends (Landry Davis, Michaela Adcock, Karlie Pelham)
<b>Props</b>	flowers
<b>Special Equipment</b>	DSLR, iMovie and avs4you video conversion & editing software
<b>Shot Number</b>	6: zooming in on Candice's tombstone
<b>Location</b>	cemetery
<b>Talent</b>	NA
<b>Props</b>	tombstone
<b>Special Equipment</b>	DSLR, iMovie and avs4you video conversion & editing software
<b>Shot Number</b>	
<b>Location</b>	
<b>Talent</b>	
<b>Props</b>	
<b>Special Equipment</b>	
<b>Shot Number</b>	
<b>Location</b>	
<b>Talent</b>	
<b>Props</b>	

<b>Special Equipment</b>	
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Note any citation and fair use guidelines to any visual or audio assets you use in your public service announcement here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

"40 percent say they have been in a car when the driver used a cellphone "in a way that put themselves or others in danger."

"48 percent of teens say they have been in a car when the driver was texting."

Smith, S. (2009). Scary statistics on teen texting, calling while driving. *The Orlando Sentinel*. Retrieved from [seattletimes.nwsourc.com/.../2010284626\\_teentexting17.html](http://seattletimes.nwsourc.com/.../2010284626_teentexting17.html) on November 30, 2011.

"The results indicated that texting while driving was the biggest cause of the teens swerving out of their lane, hitting virtual pedestrians and slowing down to unsafe speeds."

The Colorado State Patrol Family Foundation. (2011) Retrieved from <http://aliveat25.us/content/view/33/> on November 30, 2011.



Is texting while driving worth the risk? by [Shanda Davis, Shana McCune, Holly Odom, Brooke Smith, Patricia Startz](#) is licensed under a [Creative Commons Attribution-NonCommercial-NoDerivs 3.0 Unported License](#).

Based on a work at [http://www.audiomicro.com/free-sound-effects/free-emergency/page-8/sort:Track.download\\_count/direction:DESC](http://www.audiomicro.com/free-sound-effects/free-emergency/page-8/sort:Track.download_count/direction:DESC) 12/3/2011, "If I Die Young", Perry Band, 2010 downloaded from : <http://www.itunes.com> 12/3/2011(purchased by Pat), The Colorado State Patrol Family Foundation. (2011) Retrieved from <http://aliveat25.us/content/view/33/> on November 30, 2011., Smith, S. (2009). Scary statistics on teen texting, calling while driving. *The Orlando Sentinel*. Retrieved from [seattletimes.nwsourc.com/.../2010284626\\_teentexting17.html](http://seattletimes.nwsourc.com/.../2010284626_teentexting17.html) on November 30, 2011..